

NEWS RELEASE

For Immediate Release
April 3, 1997

Contact: Susan Towler
(904) 791-6803

James Barnes
(904) 791-6935

Blue Cross and Blue Shield of Florida Announces New Appointments and Organizational Structure

JACKSONVILLE -- Blue Cross and Blue Shield of Florida (BCBSF) announced today a new organizational structure that aligns its key functions and business units more closely to its customers in order to better serve Floridians' needs for quality, affordable health care.

"Blue Cross and Blue Shield of Florida is moving forward with a new structure that will help us exceed our customers' expectations and will build on our success as Florida's health care leader," said BCBSF President and Chief Operating Officer Michael Cascone Jr. "In anticipation of our customers' needs in the future, we are forming three geographic business units in the state that will serve as the primary focus for the day-to-day business operations."

The five current regions will be reconfigured into three geographic business units (GBU). "The new geographic business units will help BCBSF work closer with our provider partners and will allow us to continue providing quality, cost-effective health plans in a way that is valued by our customers," Cascone said. The main offices for the three geographic business units will be Jacksonville (North Florida); Orlando (Central Florida); and Miami (South Florida).

The following promotions are effective immediately:

Robert Lufrano, M.D., executive vice president, geographic business units and operations. He most recently was senior vice president of health care services and human resources.

- More -

BCBSF Structure
Add One
4/3/97

Leading the north Florida geographic business unit is **Ernie Brodsky**, senior vice president. Brodsky was previously vice president of health care services for BCBSF.

Peter Burchett is senior vice president of the central Florida geographic business unit. He served BCBSF most recently as region vice president of the central region in Orlando.

Leading the south Florida geographic business unit is **Paul Jennings**, senior vice president. Jennings was previously the northeast region vice president in Jacksonville.

BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies nationwide. A financially strong, tax-paying mutual insurance company, BCBSF is subject to the same regulation by the Department of Insurance as other insurers operating in Florida.

###